Tipografia
e Identidade Visual

CREATE TOMORROW'S LEGENDS TONIGHT.

Jägermeister

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ag'nor milia sexcēn quīqua
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Karolus
imperat
Magnus
Annis·14·

K
Kaiser

serif

Graphic

sans serif

Graphic

script

Graphic

handwriting

Graphic

display

Graphic

Serif

Continuidade, Tradicional e Profissional

Sans serif

Quebra de Continuidade e Modernidade

Script Font

Formalidade, Decoração, Sofisticação e Femininilidade

.

Handwriting

Casual, Pessoal, Amigável e Descontraída

DISPLAY FONTS

Grande variedade de estilos e desenhos.
Boa solução para logos que usam somente tipografia

Combinação de fontes

Número de fontes

Escala horizontal

Peso

tight

GRAPHIC

heavy

loose

GRAPHIC

light

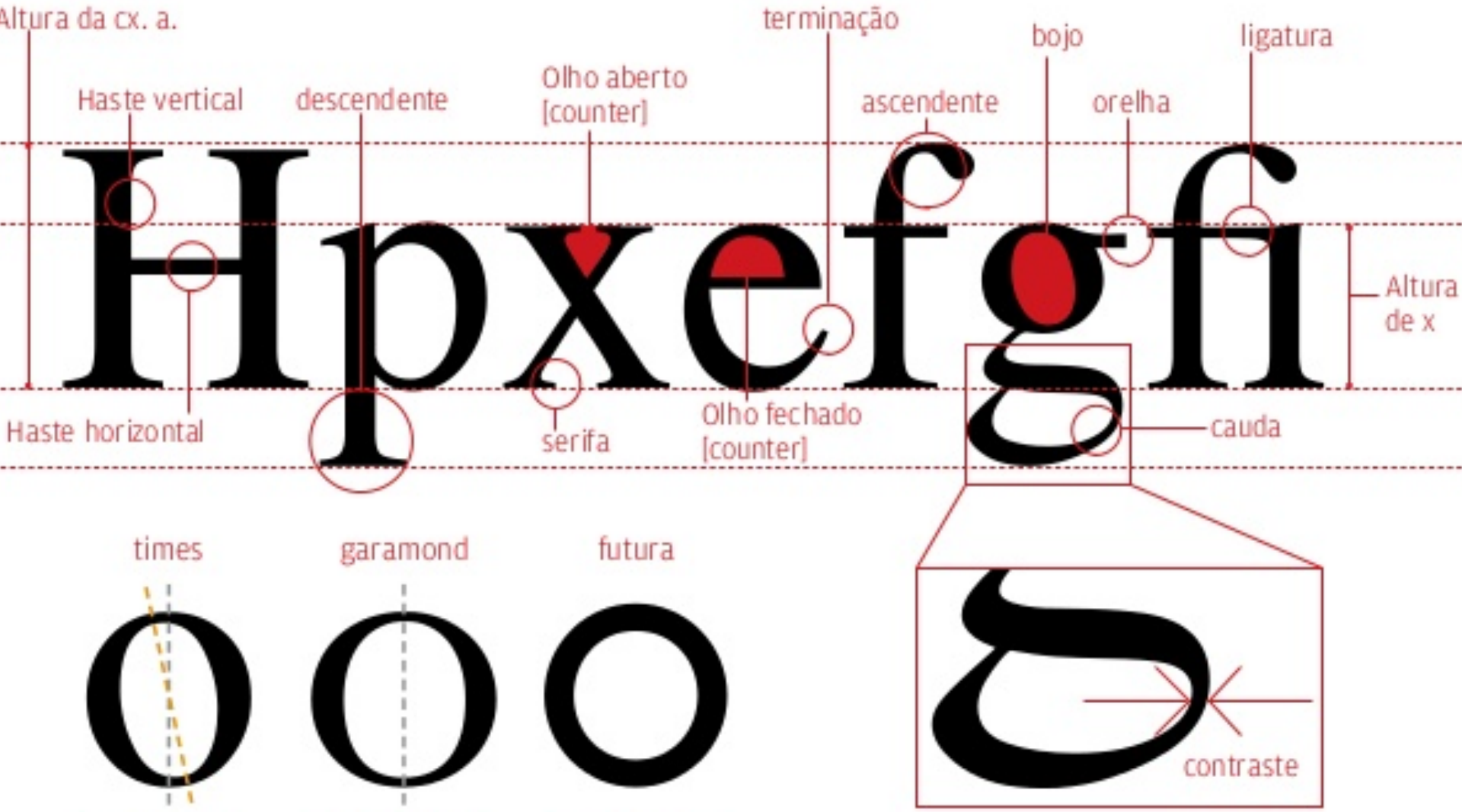
CAIXA ALTA
caixa baixa

upper case

GRAPHIC DESIGN

lower case

graphic design


Altura da cx. a.
Haste vertical
descendente
Olho aberto
[counter]
terminação
ascendente
bojo
orelha
ligatura
Altura
de x
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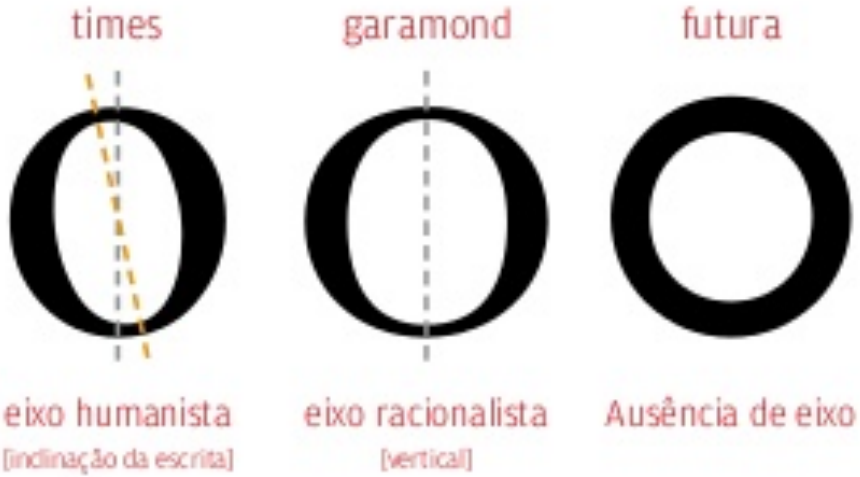
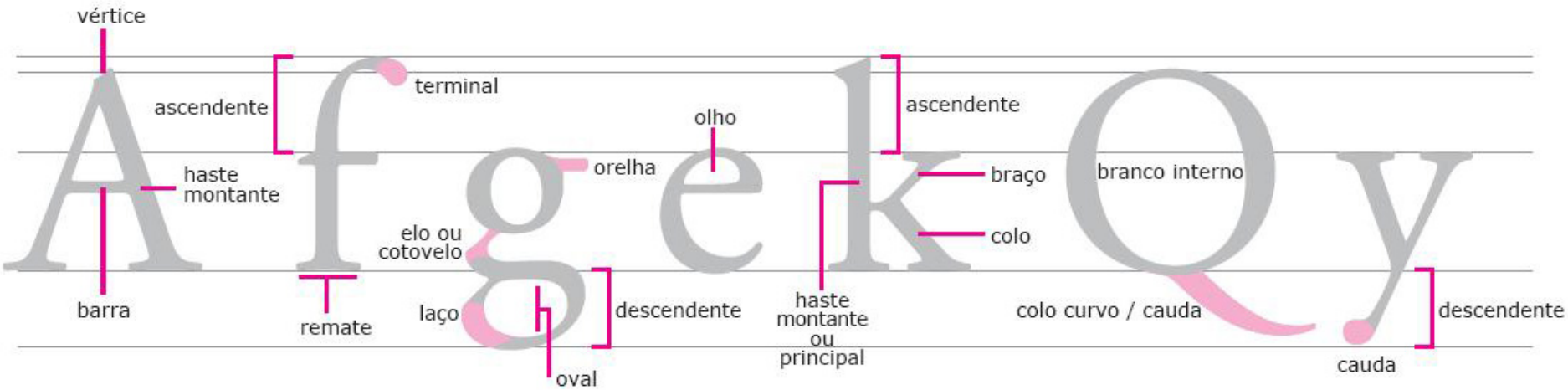
[counter]
cauda
contraste


times
garamond
futura
eixo humanista
[inclinação da escrita]
eixo racionalista
[vertical]
Ausência de eixo


vértice
ascendente
terminal
olho
ascendente
haste
montante
orelha
braço
branco interno
elo ou
cotovelo
colo
barra
remate
laço
descendente
haste
montante
ou
principal
colo curvo / cauda
descendente
oval
cauda

V&A

24h LE MANS

14-15 JUIN 2014

ABSOLUT.®

EQUILIBR/UM

trafiq

MNML

DESIGN MATTER
MOOD
DESIGN MATTER
MOOD
DESIGN MATTER
MOOD

BLACK®

THE VISION
THE REALITY
GATE
WAY
241

FedEx. Corporation
FedEx. Services
FedEx. Express
FedEx. Ground
FedEx. Freight
FedEx. Office
FedEx.
FedEx. Home Delivery
FedEx. Custom Critical
FedEx. TechConnect
FedEx. SupplyChain
FedEx. SmartPost
FedEx. MultiModal
FedEx. Trade Networks

truce™

CURE

Northwest Airlines

heinzred, circle, letter, n, triangle, w

Bentley

black, silver, b, letter, wings

Internet Explorer

mediumblue, e, letter, swoosh

DC Shoes

black, c, d, letter, star

Madrid 2016**

rainbow, hand, letter, m, subliminal, whitespace

Sergio Tacchini

silver, circle, letter, s, t

FontFont

black, yellow, diamond, f, ff, letter

Imation

red, hand, i, letter, magic, wand

Symantec

beakorange, black, 3d, ball, letter, s, sphere, web2.0

Valvoline

almostred, cyan, pepsiblue, chrome, fold, letter, v

Warner Music Group

dominoblue, letter, w

Comedy Central

black, c, cc, circle, letter

MetLife

boeingblue, l, letter, m, mm, pointsymmetric, skyscraper

I amsterdam

I amsterdam

black, red, i, letter

American Airlines

pepsiblue, red, a, aa, animal, bird, eagle, helvetica, letter

MTV

black, 3d, letter, m

Facebook

boeingblue, f, letter, square

Xerox

red, letter, pixels, x

Eastman Kodak

gold, red, k, letter

Cincinnati Bengals

black, orangered, b, letter

Toyota

red, ellips, letter, t

Green Bay Packers

acergreen, gold, g, letter

Kawasaki

kawasaki, k, letter

Wilson

heinzred, letter, rectangle, w

Portland Trail Blazers

black, heinzred, letter, lines, p, rectangle

Indiana Pacers

beakorange, silver, sloggiblue, ball, basketball, letter, p

Chicago Bears

albablue, faintred, c, letter

Housten Rockets

heinzred, letter, r

Boston Bruins

beakorange, black, b, circle, letter, wheel

Anaheim Ducks

black, sienna, tomato, d, letter, wings